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IN THE CLAIMS:

1. (Currently Amended) A communication system for delivering multimedia audio and/or video messages to a subscriber subscribers, comprising:

a transmitter for transmitting broadcast programming and multimedia audio and/or video messages to [[the]] a subscriber subscribers as separate data streams; and

at least one communication apparatus having receiver circuitry for receiving said multimedia audio and/or video messages data stream separate from receiving the data stream containing said broadcast programming, each subscriber having at least one communication apparatus, said at least one communication apparatus further including:

a processor operatively connected to a mass storage device for processing and storing said received multimedia audio and/or video messages to form stored audio and/or video messages,

a sensor generating a using message indicative of a subscriber using the broadcast programming wherein

said processor accesses said store multimedia stored audio and/or video messages for display in place of the broadcast programming being currently viewed used by the subscribers in response to the using message.

2. (Currently Amended) The communication system of claim 1, wherein said processor displays said stored multimedia audio and/or video messages based upon detecting a trigger.

3. (Currently Amended) The communication system of claim 2, wherein said trigger comprises is selected from the group comprising at least a detection of a subscriber watching broadcast content, a command from a user interface to view broadcast content, and from instructions received together with the multimedia audio

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and/or video messages and/or from instructions embedded in the broadcast content or both.

4. (Currently Amended) The communication system of claim 1, wherein said transmitter further includes:

an uplink facility for digitally encoding and multiplexing said ~~multimedia audio and/or video~~ messages into a packetized data stream, and for encoding and modulating said data packet into a suitable frequency band for reception; and

a satellite for receiving said data packet via an airlink from the uplink facility, and for transmitting the data packet to said at least one communication apparatus.

5. (Currently Amended) The communication system of claim 1, wherein said ~~multimedia audio and/or video~~ messages are advertisements or commercials provided by content providers and intended for targeted subscribers.

6. (Currently Amended) The communication system of claim 5, wherein content providers are assured that an advertisement or commercial reaches the desired subscribers as the content provider knows the targeted subscriber, when the advertisement or commercial will be ~~displayed provided~~ on a display device operatively connected to the subscriber's communication apparatus, and the amount or length of time the advertisement or commercial is to be ~~displayed for provided to~~ the subscriber.

7. (Original) The communication system of claim 1, wherein the communication apparatus is a receiver or a set top box.

8. (Currently Amended) A method for providing ~~multimedia audio and/or video~~ messages to subscribers in a communication system, comprising:

transmitting broadcast programming and ~~multimedia audio and/or video~~ messages to the subscribers as separate data streams from one location; and

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generating a viewing message indicative of a subscriber viewing the broadcast programming.

receiving said multimedia audio and/or video messages data stream separate from receiving the data stream containing said broadcast programming at the subscribers location, said received multimedia audio and/or video messages further subject to processing for display in place of the broadcast programming being currently-viewed used by the subscribers in response to a viewing message.

9. (Currently Amended) The method of claim 8, wherein said multimedia audio and/or video messages are displayed based upon detecting a trigger.

10. (Currently Amended) The method of claim 9, wherein said trigger comprises is selected from the group comprising at least a detection of a subscriber watching broadcast content, a command from a user interface to view broadcast content, and from instructions received together with the multimedia audio and/or video messages and/or from instructions embedded in the broadcast content or both.

11. (Currently Amended) The method of claim [[1]] 8, wherein said step of transmitting further includes

digitally encoding and multiplexing said multimedia audio and/or video messages into a packetized data stream;

encoding and modulating said digitally encoded data packet into a suitable frequency band for reception; and

transmitting the data packet to said subscribers.

12. (Currently Amended) The method of claim [[1]] 8, wherein said multimedia audio and/or video messages are advertisements or commercials provided by content providers and intended for targeted subscribers.

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13. (Currently Amended) The method of claim 12, wherein content providers are assured that an advertisement or commercial reaches the targeted subscribers, as the content provider knows the targeted subscriber, when the advertisement or commercial will be displayed provided to the targeted subscriber, and the amount or length of time the advertisement or commercial is to be displayed for provided to the targeted subscriber.

14. (Currently Amended) A communication apparatus for processing multimedia audio and/or video messages received from a communication system for viewing by a subscriber, comprising:

receiver circuitry for receiving a multimedia audio and/or video message data stream that is transmitted separately from a data stream containing broadcast programming that is received,

a processor operatively connected to a mass storage device for processing and storing said received audio and/or video messages,

a sensor generating a using message indicative of a subscriber using the broadcast programming; and

a processor operatively connected to said receiver circuitry, the sensor and a mass storage device, said processor for processing and storing said received multimedia audio and/or video messages, wherein said processor accesses said stored multimedia stored audio and/or video messages for display in place of broadcast programming that is being currently-viewed used by the subscriber in response to the using message.

15. (Currently Amended) The communication apparatus of claim 14, wherein said processor displays said stored multimedia audio and/or video messages based upon detecting a trigger.

16. (Currently Amended) The communication apparatus of claim 15, wherein said trigger comprises is selected from the group comprising at least a detection

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~~of a subscriber watching broadcast content, a command from a user interface to view broadcast content, and from instructions received together with the multimedia audio and/or video messages and/or from instructions embedded in the broadcast content or both.~~

17. (Currently Amended) The communication apparatus of claim 14, wherein said transmitter further includes:

an uplink facility for digitally encoding and multiplexing said multimedia audio and/or video messages into a packetized data stream, and for encoding and modulating said data packet into a suitable frequency band for reception; and

a satellite for receiving said data packet via an airlink from the uplink facility, and for transmitting the data packet to said at least one communication apparatus.

18. (Currently Amended) The communication apparatus of claim 14, wherein said multimedia audio and/or video messages are advertisements or commercials provided by content providers and intended for a targeted subscriber subscribers.

19. (Currently Amended) The communication apparatus of claim 18, wherein content providers are assured that an advertisement or commercial reaches the ~~desired subscribers as the content provider knows the~~ targeted subscriber, when the advertisement or commercial will be displayed on a display device operatively connected to the subscriber's communication apparatus, and the amount or length of time the advertisement or commercial is to be displayed for used by the subscriber.